

# Opportunities and Challenges of Mobile Short Video in We-Media Era

Xin Gao

Arts and Media College of Bohai University, Jinzhou Liaoning, 121000, China

**Keywords:** media era; mobile short video; opportunities and challenges

**Abstract:** With the continuous development of Internet media era, the requirements of information transmission path is higher. And the currently popular mobile short video satisfies the need of people to widen transmission approaches to some extent. This paper mainly introduces mobile short video and its development status, then analyzes the reasons for its popularity and advantages and disadvantages of transmission, and propose some suggestions bases on its problems.

With the continuous development of mobile Internet technology and the appearance of 4G network, the number of people using smartphone increases dramatically, and people are no longer constrained in the transmission of information in text and pictures. The development of smartphone brings more possibility for dynamic images. Everyone can shoot a video with phone and people prefer to watch video on mobile terminal. As one of online community in we-media era, the function of short video is popularized among people and their social life began to be influenced deeply by dynamic images.

## 1. Mobile Short Video and its Development Status

In 2014, the application of smartphone short video brought a new round of tide in China, however, there is not a unified definition on it in academic field and industrial field. It is believed by some people that short video is a new video format with the video length of several seconds, mainly relying on mobile smart terminal to realize rapid shot and beautifying editing, and realize real-time sharing and seamless connection in social media platforms.

The incessant development of mobile social video makes it possible for people to capture extremely short video (8-30 seconds generally) with smartphone or tablet PC. Some people believe that the social application of mobile short video is a new social application based on mobile smart terminal, so that people can capture video within a short period of time (generally within 30 seconds) with mobile devices, which also can be edited and beatified rapidly. The concept of smartphone short video include video length, mobile smart terminal, rapid editing and beautifying and social sharing. Besides, this kind of social form is called in different ways, such as “mobile social video”; “short video”, “video clip” and so on.

## 2. Reasons for the Popularity of Mobile Short Video

### 2.1 The simplified production, diversified forms and easy access.

The production of mobile short video is easy and clients do not need professional devices. It can be realized within 30 seconds in mobile terminal with shooting function and the production and editing of short video just take a short period of time, which makes it possible to shoot video anywhere and at any time. At the same time, short video can be diversified without post-editing because most popular social applications of short video are with the function of post-production. Click and select the pattern, and the audio and visual effects in various forms can be realized. In modern Internet, with the continuous increase of information, people’s attention is always distracted, especially for texts in single form. Text and images require the higher understanding and understanding capability of people. Therefore, people prefer to choose relative accurate and visualized dynamic images, which shows the evident advantages of short video with easier acceptance by people.

## **2.2 The recovery of site situation, and the widening influence of communication**

With the incessant development of society and the progress of science and technology, the approaches and means of communication is in progress and we-media is updated in the process. From paper media to network era, from traditional means to we-media, great changes happen in mass communication. Today, mobile social media has penetrated into all aspects of people's life, and everyone can "broadcast news" anywhere at any time.

The appearance of short video provides a new approach for people to publish information. When social emergency occurs, people on site can shoot site scene in short video, which can rapidly recover the real scene of site. With the larger influence of dynamic images, and controversial audience, some certain transmission of short video can arouse the discussion of netizens. The power of public opinion promotes related departments to deal with problems rapidly. Besides, short video provides powerful evidence for incident investigation to some extent with more authenticity than other evidences.

## **2.3 The spiritual need and requirements of news satisfied**

The satisfaction of people's spiritual need is an important reason for the popularity of mobile short video. In today with incessant development of information, information channels are full of contents with positive energy. However, people are tired of these, and prefer to share some interesting news with others. The application of short video is to cater to people's psychology to share. When valuable information is accepted by others, users can realize self-satisfaction by sharing. In addition, faced with heavier life pressure, modern people tend to find hot network topic on Internet because they are not required to meet each other face to face, thus the intuition of publishing short video is larger than in real life, which can alleviate pressure to certain extent. Mobile short video can satisfy news requirements of people to some extent and its directness is suitable for the characteristics of news.

## **3. Opportunities of Mobile Short Video**

After more than two years of development in China, mobile short video has become an indispensable part of life, not only as a media form, also as an important tool for social communication. Mobile short video arouses many hot issues, becomes a social phenomenon, breaks traditional information transmission idea and is preferred by more clients. In fact, short video has a long history. In the era of traditional television media, short video actually includes various kinds of news, political news, interesting family video and programs in other forms. With the rapid development of Internet, especially mobile terminal, there are great changes in production methods, transmission means and users' watch habits of short video, and the production, playing and watching increase significantly. Due to fragmented time, and changes in consumption modes and consumption habits of mobile media users, the advantages of short video is more prominent.

### **3.1 Diversified profit model**

First of all, short video, compared with long video played on traditional television media, is more suitable for the reading habit of mobile media; secondly, short video has better performance than traditional image information with more visualized, diversified and stronger interaction, especially the interactive means such as "bullet screen", and the participation and interaction experience of users reach a new level. Thirdly, due to diversified production methods and technologies of short video, and the relatively low production cost and operation cost of communication operation platforms, its advantages is more obvious than traditional television media and broadcasting communication platform. Fourthly, from the perspective of marketing, by virtue of Internet and Internet economy, short video is more related to specific conditions of users than tradition content modes, which also can meet diversified needs of the audience and commercial investors. Compared with long video on PC terminal, with the acceptance of "short, adaptable and fast" transmission mode and consumption mode, it is more possible for short video to realize second transmission and

multi-transmission. Users can take short video with better use of time in any situation, and even for many times within a certain period of time to increase the frequency of consumption. In short, all of these bring diversified profit modes for creators of short video and platform operators.

### **3.2 More attraction bases on advantages of short video**

Mobile short video satisfies the need for autonomy and creativity of users and provide rich platforms of exchanges and communication for users. Besides, for users, they can obtain more information through video sharing, which enriches their social life to some extent. At the same time, many applications of mobile short video have special functions with the core of entertainment and social communication. People can release pressure on work and study by watching and taking interesting short videos. The appearance of we-media also creates a new approach for media integration and inject new vitality for news transmission. In we-media era, everyone can be a disseminator. People can capture scenes and disseminate and share in time at any time with mobile short video. Many issues recorded and many social problems have been brought into focus.

## **4. Challenges of Mobile Short Video**

### **4.1 More serious sex and violence images**

With the wide application, however, there are more obvious problems in mobile short video. At present, mobile short video is more a mode of transmission media than contents. Many netizens publish short video with phone, which has become a part of their life, however, there are more sex and violence images because it is more possible for irritative and appalling images to arouse people's attention, which is serious. Therefore, mobile short video makes it more convenient for the dissemination of these content, and the privacy of involved people cannot be protected. The contents of short video is exposed to the public, which seriously invades their privacy rights.

### **4.2 More efforts required for the healthy development of mobile short video**

Because of the constrained time of mobile short video, these fragmented contents make it easier for people to make a deliberate misinterpretation out of context and feel confused in some social activities. The short video creates an era of sharing, and this new social life has penetrated into all aspects of life, with obvious popularity and preference of many users after more than two years of development. However, the development of mobile short video just began, and there is still a long way to go when domestic technology is not mature. For users, in era of we-media, the appearance of mobile short video has reconstructed people's life, whereas, the satisfactory or disadvantageous result of reconstruction needs to be grasped by more users by themselves.

## **5. Conclusion**

In conclusion, it is believed in this paper that short video is a new-type communication methods and means of social media in we-media era. Compared with long video, short video can better satisfy the requirements of mobile media, and it is the means to create the content of "Internet+" with a large development space in its prospect. However, with its explosive growth, content creators and platform operators shall stay clear-minded. The stricter and more standardized the supervision on Internet and mobile media are, the higher the requirements in the production and dissemination of short video shall be. Due to the increase of short video publishing platforms, content creators can choose a communication platform with more influence and can also choose to publish video in more platforms. At the same time, they shall choose authorized platforms with comprehensive qualifications and higher security coefficient. For platform operators, high-quality short video content is still the foundation and guarantee for the focus and stable operation of platforms. It can be predicted that with increasingly mature short video, it would be more difficult for those short video with poor-quality content to exist. Platforms with stronger production capability of original contents, suitable for relevant policy and laws and regulations, can better obtain industrial profits by virtue of short video.

**References**

- [1] Liu Yanxiang. The Rapid Development of Mobile Short Video [J]. *Problem Research and Analysis*. 2011 (2).
- [2] Shi Anbin, Ouyang Gexue. To Create “Expanded’ Media: New Trend of American Television Programme Marketing [J]. *Television Study*, 2014 (11):73.
- [3] Zhang Shouxin. Upgrade and Recreate: WeChat Shake Open New Path of Television Interaction [J]. *Voice& Screen World*, 2015 (7): 62-64.